

"The Customer is Always Right"



THIS is the text or motto of a great and famous department store in Chicago. It is an assertion of the customer's place of supremacy in the relation between buyer and seller.

Any retailer who slights his customer is committing business suicide. The customer wants those who serve him or her to use the newspaper as a vehicle for their announcements of goods or service.

This is the modern and right idea. Newspaper advertisements give desired business news in the right place and at the right time. To ignore your customer's wishes in this matter is to commit a costly mistake---far more costly than newspaper space.

TO THE MERCHANTS OF RED DEER

Keep your eyes on your customers and humor them. It pays to do so. Keep very close to them---by means of advertisements in "The News."

FOLLOW LEADERS

STEEL CORSELETS FOR BRITAIN'S OFFICERS

If Captain Shaughnessy Had Only Worn Novel Armor--Privates Got Helms

Frederick Palmer writes from British Headquarters in France: "Score one for breastplates," said an officer who had been doubled over by a shell fragment which hit him in the abdomen. Instead of a flow of blood crimsoning his blouse all that was visible through the rent in the cloth was an abrasion on a steel surface. "But for your new corselet your sort would have been opened and you would have been dead by now," the surgeon told him.

Early in the war an officer who wore protection of this kind would have been frowned upon by his fellows as ungallantly. A type of corselet of small plates of highly tempered steel joined together by steel wires is being more and more worn by officers. Its structure adapts itself to the movements of the body, it weighs only a few pounds and, fitting snugly as a vest, it is not cumbersome. If the son of Lord Shaughnessy, president of the Canadian Pacific, who was killed, had been wearing one, his life would have been saved. Since then Canadian commanders have strongly urged all their officers to buy corselets.

Bullets Penetrate

Of course, the corselet is worse than no protection against bullets, unless they are spent. Such is their power of penetration that they go through the thin steel "mushrooms" and making a larger wound than if nothing had been in their way. But in the trenches unless one shows his head above the parapet and is moving about in the open zone in the rear of the trenches one is rarely exposed to bullets. When an officer goes into a charge in face of machine gun and rifle fire he takes off his corselet.

On average days in the trenches the main danger is from shrapnel bullets and fragments from shell explosions, which may inflict ugly and fatal wounds preventable by comparatively thin protection to such a vulnerable substance as human flesh. Together a corselet and steel helmet pretty well shield vital parts from missiles of low velocity. The use of the corselet is practically limited to officers, who pay for them out of their own pockets. The expense and labor of supplying all ranks of a great army with them would seem out of the question.

British Helms Better

But gradually all the British soldiers are being supplied with the steel helmets after their successful use by the French, who first introduced them. The French pattern is quite superior to the British which is round and somewhat the shape of a toadstool. The British is heavier than the French and there is method in its souped-up grotesqueness. Thanks to its form, a bullet which strikes it in front, instead of going through the head as is the case with the French helmet, glances and follows the inside of the helmet, passing out at the rear.

DISLOYAL SIKHS BALKED

Native Loyalty Too Much For Returned Revolutionaries

Returning from the Viceroyship, Lord Hardinge had something to say of the aftermath of Canada's troubles with certain Hindus. He narrated that in the winter of 1914-15 about 7,000 Sikhs returned to India from the western part of the United States and Canada. They were imbued with revolutionary ideas and were doubtless under the impression that the whole country was ready to rise. They made their way up country and arrived in the Punjab. They committed all sorts of excesses, not stopping at murder. This was in February, 1915.

Not only did they fail to subvert the population, but when the Government took in hand the task of suppressing disorders and hunting down the perpetrators, it was invariably assisted by Sikh peasants, who, in numberless cases, themselves seized and handed over the guilty parties to the authorities in the Punjab. These returned Sikhs were undoubtedly parties to a conspiracy which had for its object to cause a general rising and seize in the first instance, Ferozepore Arsenal. It was through the unflinching loyalty of the native population to the British Raj that the conspiracy came to naught.

LLOYD-GEORGE'S LIFE

Busy Minister of Munitions in New Quarters

He doesn't say as much as formerly, but there is no member of the Cabinet who puts in so many hours' work as Mr. Lloyd-George. He has removed with his personal staff from Whitehall Gardens to the offices of the Ministry of Munitions in Whitehall Place. These offices include the premises known as Armand Buildings, and those formerly occupied by the Hotel Metropole. Considerable alterations have been made inside the hotel, and luxury has given place to business furniture. Mr. Lloyd-George has selected for his own use a singularly modest room on the second floor. In his room the Minister of Munitions still uses his novel inkstand, which consists of a shell case, in which holes have been pierced so that pens may be inserted.

Bicycles, motor cars, and taxi cabs in Liverpool carry sleigh bells at night in order to warn pedestrians in the darkened streets.

Special constables in Britain number 124,546, of whom there is a daily average of 16,831 on duty.

Britain's Determination to Win War Intensified by Recent Developments

BALKAN CAMPAIGN ABOUT READY TO START--STIRRING EVENTS PREDICTED FOR THIS MONTH

London, Aug. 5.--England celebrated the second anniversary of the war with stern composure. This was shown not alone in public declarations of famous men, but in the attitude of every class of society. The time for the cheap optimism has passed. Almost everybody has now abandoned hope for an early peace. The public expects a minimum of 12 months more of war, possibly two years more. Every one anticipates that the war will assume a more dreadful character during the coming year than ever before. Germany's new campaign of frightfulness, impelled by despair, may go lengths hitherto untried. The public expects as a matter of course a fresh submarine campaign against the weaker neutrals and a repetition of Zeppelin attacks in every spell of moonless weather. Naval experts growingly anticipate a further attempt of the German fleet to emerge, probably after a strong attack upon the Russian Baltic fleet.

CASUALTIES HEAVY

British casualties forbid the nation taking the present situation lightly. This week's official list totals 25,590 names. Today's list alone numbers 5,180 of the rank and file and 232 officers. The British public, knowing this, and knowing further that as the field of fighting increases the present weekly total of casualties must be greatly exceeded, yet regards the situation more resolutely than ever before. The last year was a year of awakening; the third year will bring the harvest.

GROWING OFFENSIVE

Between now and November there will be a growing offensive in different fields. The Somme advance is only the first fruits of the western offensive. The Saloniki armies are now free to advance, as Greek demobilization has been completed. Splendid accounts of the Serbian troops are coming in. Natural born fighters, they have everything to gain and nothing to lose in the coming tremendous offensive.

CLOCKWORK PRECISION

In England everything is now moving with clockwork precision. Even during the crisis of the Napoleonic wars Britain has not presented a more admirable spectacle to the world than now. There have come from dry goods counters, from bank desks, from workshops, a new race of heroes, whose calculated recklessness reveals a British greater than ever in all the essentials of worth and power.

LITTLE FLAG WAGGING

Yesterday the celebrations were remarkable for the absence of flag waving and jingoism. The favorite method of celebration was to gather

together the wounded and entertain them, and pledge in their presence to maintain the war to the end. Each week now shows the growth of a deep, terrible, quiet anger among the common people against Germany, anger caused by the war of brutalities, and whose full effect will only be felt when the time for peace comes.

NO PEACE TALK

Today's Nation, which represents philosophic Liberalism, shows that: "We had hoped in this first week of the third year of this war to open our columns to discussion of the general principles of an European settlement. That is not now possible. The country will not think of peace while Germany conducts war on the lines of piracy, and invents a code of sea law to terrify us into acquiescence of it. We must therefore defer the debate."

RATE OF ADVANCE

"Some questioning is being caused by the slowing down in the rate of advance on the east and west during the past week. On the west this is partly due to the terrifically hot weather, partly to the consolidation of positions, and to the pause for a greater spring. It certainly does not mean the western offensive has exhausted itself. That offensive has barely begun, as events during August will prove."

HUN SHELLS DEFECTIVE

From the western front reports come in of the growing proportion of German defective shells. These possibly are due merely to local faults, but it is possible that Germany is approaching the exhaustion of her enormous reserves of heavy shells, and is feeling a shortage in the essential element of shell manufacture. As yet this is supported by sufficient evidence to permit one to suggest it.

EASTERN FRONT

The eastern front interest continues to center around the Lutsck salient. Bothner, while clinging to the Stripsa lines, finds his position daily more dangerous. The German chief of relieving him comes by a strong attack upon the Russian Lutsck salient. The Russians, however, retain such a supremacy that all the Germans can accomplish is, by costly holding attacks, momentarily to prevent a further advance. Hindenburg's appointment to head the eastern command is regarded here as a confession of German weakness, and almost a certain abandonment of Germany's much-advertised Riga campaign. Hindenburg will make his voluntary endeavor to hold the Russians in the south by concentrating troops from the north there.

Why the Patriotic Fund is Not Raised by Taxation

In view of the fact that a new campaign to raise money for the Patriotic Fund will be started very shortly, the central committee for Southern Alberta has just given out the following statement explaining why the Patriotic Fund is raised by voluntary subscription instead of by taxation.

Under the Canadian system of constitutional government the right of direct taxation upon lands and similar resources rest in the hands of the provincial governments and the municipalities. The province of Alberta would have the right to raise money for patriotic purposes by imposing a property and poll tax, but no legislation to that end has been passed and could not now be enacted and he made objective in time to provide the fund needed this year to care for the soldiers' dependents, and it must also be remembered that under existing conditions the collection of taxes either by the provincial government or the municipalities is so slow that the dependents of soldiers would starve before money from that source would be available, and the cost of collecting the tax would be at least ten times what it costs to collect the voluntary contributions.

The Dominion Government could, of course, provide a patriotic fund by donating so many millions of dollars for that purpose, but the Government's outlay is already very much more than its income from taxation, and any additional outlay would have to be met by the issuance of bonds. This would mean that the people of Canada, instead of providing for the wives and children of our soldiers out of their income, would be providing for them out of borrowed money, which would have to be paid back in years to come, and these same wives and children and such of the soldiers as return would have to pay their share of this debt. It would be poor assistance to families of our noble defenders that had attached to it the condition that in years to come they must pay it back with interest in some form of taxation.

Under the Canadian system recruiting is voluntary, and it seems consistent that those who from inability or choice are not in uniform should show their good spirit by a voluntary contribution to the Patriotic Fund. To make the contribution compulsory by taxation would remove from it all the virtue of a voluntary donation, and it is believed in these days, when the men at the front and their relatives are making such tremendous sacrifices, there are few, if any, at home who do not wish to voluntarily make good contribution to the general cause. In order, however, that those who attempt to evade their responsibility and will neither fight at the front nor contribute to the Patriotic Fund at home may be properly labelled, it is the intention of this year to publish not only lists of donations, but also lists of those who are known to be in a position to assist this cause and who refuse to do so.

It may be added that the whole question of taxation vs. voluntary contribution has had the most serious consideration by those who have the welfare of the Fund at heart, and the voluntary system seems the only present solution. By this voluntary system able men and women are giving their services in whole or in part absolutely without charge and the percentage of the contributions which actually reaches the beneficiaries is very much greater than would be possible under any system of taxation, where all services rendered would have to be paid for. It is also worth pointing out that it is much easier to start some new form of taxation than to get rid of it, and the opinion of those who have made a study of this problem is that it is wiser to meet the situation by voluntary contributions than to introduce some additional tax which would remain as a memento of the war, perhaps to future generations.

DON'T FORGET THE WAR VETERAN WHEN YOU HAVE A JOB TO OFFER

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OR
WAR VETERANS CLUB CALGARY
Win Alsford, Asst. Secy.

Coal and Wood
FOR CASH
D. A. MCGILL
Yard: 163, 3rd. Street North
House Phone 227

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To-day is the time to buy a box of delicious chocolates, the kind that satisfy and please. We are positive that you will like our chocolates, because they are made from the best of cream and the best ingredients. Everyone who has tried them always come back for more. There is a treat awaiting you in

NYAL'S QUALITY CHOCOLATES

These pure and tasty confections are put up in bulk, and in packages, at 50c., 80c., 75c., \$1.00 & \$1.25. They are the proper chocolates to buy for all occasions where you want to enjoy extra candy deliciousness in a pure and wholesome form. Made in a model factory, and boxed in a clean, attractive way. They taste just as good as they look. Try them.

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The News

RED DEER ALBERTA

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ADVERTISING RATES ON APPLICATION

JNO. A. CARSWELL,
Editor and Proprietor

WEDNESDAY, AUGUST 9, 1916

THIS IS YOUR FIGHT

The daily press Monday spoke of the German government sending Germans into Poland and taking forcible possession of lands in that country, compelling the natives to give up their homes and leave the country, and giving the farms to the Germans. The same thing would occur in Canada if the Huns were victorious and those sleek and prosperous farmers who to-day claim this is not their fight and will not help the cause in any way, not even the patriotic fund, would find their farms wrested from them. The women folk insulted and their little ones driven into a strange country. This cannot occur because our Colin Houghtons, our Desmond Georges, and our William Sharpes, are willingly giving up their lives that our country shall escape invasion. The Almighty will judge between those who say this is not their fight and the brave heroic men who have given their lives that we may live.

GERMANY IS SELF-CONDEMNED

(From The Wall Street Journal)
Dr. von Jagow is anticipating the destruction of the Deutschland by an Allied war vessel. "Such an act," he says, "would be a cowardly, dastardly deed." Without wishing to argue the question of belligerent rights involved, would it be unethical to ask the Minister a few questions, like these?

Does the German Government confer the Iron Cross as a reward for a "cowardly, dastardly deed"?

No the German people proclaim holidays, decorate their cities and let school children march in processions to celebrate "cowardly, dastardly deeds"?

If a Government orders its naval commanders to sink vessels without warning, is it taking upon itself the responsibility for "cowardly, dastardly deeds"?

On May 7, 1915, a German commander sunk a great vessel carrying 2,000 non-combatants. He gave it no warning. He was decorated. German rejoiced and fêted. Many other such vessels have since been sunk without warning. Is the Minister alarmed for his country's monopoly in "cowardly, dastardly deeds"?

THE BILINGUAL QUESTION.

The following very interesting article on the Bilingual question appeared in the News-Telegram of Calgary last week in response to a request to publish a letter, in defence of this question supposed to be written by a protestant in a Nova Scotia paper. The article should be read by every one interested in this question.

"For many very good reasons—aside altogether from the fact that 'the French friend' of 'A Canadian' will find that The News-Telegram never refuses to publish a legitimate communication or quotation, no matter whether it does or does not agree with our own views—we have not hesitated in giving space in another column to an article from a Nova Scotia paper, a belligerent and duly correspondent. At the same time let us remark that, if there ever was a

question upon which the Canadian people as a whole, French as well as English-speaking, should be fair, it is upon the matter of bilingualism. It is a question which interests us to read this country's answer, and it behooves us to look the issue squarely in the face, carefully weigh the possibilities, and approach it not as narrow partisans, but as 'true Canadians,' with the best interests of the future Canada and the Canadian people stamped indelibly upon our minds.

With respect to this note of 'A Canadian' which accompanies the clipping herein published from a N.S. paper, with regard to the 'true Canadian,' and with reference to the inferences drawn in this particular quotation, we are of the opinion that there is some little lack of 'understanding' of the bilingual question as it has existed, and does exist, in Canada to-day. Let us cite a point.

This English paper referred to draws attention, for instance, to the 'delusion' of the Welsh language in Wales, and this fact is mentioned, to our mind, for the purpose of proving that it is just as reasonable to expect the French to speak the French language in a French district as for Welshmen to use their own language in Wales. But that is not a comparison, to cite, to draw, or to think.

As a matter of fact, no English-speaking person has ever thought of depriving the French-Canadians of their language in Quebec, that right being theirs by the English-speaking people, and there has never been a whisper in favor of taking away from them the right to speak the French language in a French district as for Welshmen to use their own language in Wales. But that is not a comparison, to cite, to draw, or to think.

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ate school problem, pure and simple. It is not a controversy between Protestants and Roman Catholics. It is between French and English-speaking people in separate schools where the French-Canadians predominate, while both English and French were taught when the English people were in the majority, and where English was the predominant language of the schools when the latter became outnumbered. As a matter of fact, the bilingual trouble in Ontario, the subject of an investigation based upon the protest of the Rev. Bishop Pallon, of the Roman Catholic church, against the proposed change out of the separate schools within his diocese of London. This investigation showed that in the separate schools where the majority of supporters were French the children were being brought up without the least understanding of the English language. The Ontario government was insisted that English shall be taught, but there has never been any attempt to prevent the teaching of French. It was said to be fair that the Yet the agitators within that province, whose people are told we do not understand, are not satisfied. The trouble-makers not only control their own province, but want to extend their control to all the other provinces. We agree, of course, that it is not the race and life of the hostile, kind-hearted, contented habitants who are responsible for the trouble. They are, however, unfortunate enough to be under the thumb of agitators and ambitious clerical who, for the sake of power, are going to overturn and dominate this whole English-speaking Dominion of Canada.

Having made out concession after another for the sake of peace, we believe that the English-speaking people would even go so far as to make some further concession if we could be assured that Quebec would stop there. But there is no such assurance—the history does not show that. The time has arrived when English-speaking Canadians have either got to stand up and oppose this Quebec invasion or practically get out of the earth, so far as Canada is concerned.

The person who thinks there is any war being waged against the French in the bilingual provinces is making a sad mistake. The war is being waged by the English-speaking people of this country. If we do not understand Quebec, it is not our fault; we have tried to understand it; we have attempted to win its confidence by conceding virtually everything asked for by French Canadians for the past fifty years. But they have never permitted us to understand them except as unreasonable racial extremists, and their language have not offered of good-will and concession by further unreasonable demands and the grossest misrepresentation.

The English-speaking people of Canada, particularly of the West, are courting no bilingual row. We want none of it. God knows we have enough pressing problems of our own to engage our attention. But neither did Ontario want it; nor did Manitoba want it. But it has been forced on those provinces, despite every legitimate attempt to avoid it, and in the latter after settlement in 1907, which it was hoped would forever settle the racial squabble in Canada. Our patience has become exhausted at last, and there is apparently nothing for it but the inevitable "show-down" which developments indicate should have taken place twenty-five years ago.

The English-speaking people, we assert, do not resent the speaking of any other language in Canada. It would be much better for us if every child in the Dominion had a knowledge of both French and English. What we do resent is the exclusion of English and the teaching of French in its stead. We have never excluded the French language where there are French children but in Ontario the French have excluded the English language from the separate schools with an English minority almost the moment the latter became a minority.

Perhaps Mr. Hawkes has not been in Canada long enough to "understand Quebec." But we believe we do. Our understanding of it began with the Kiel and a racial hero of that province, and from that time down to the present moment Quebec has never failed to supply us with the material which would enable a better understanding of its aims and objects.

Mrs. Wm. Springstead and family are holidaying at Sylvan Lake this week.

Mrs. W. H. Hanna and children, went to the Lake Monday to spend a few weeks.

Mrs. D. Pyke, and family went out to Sylvan Lake Wednesday for a few weeks' holiday.

Mr. D. McGill is putting in a new walk scale at the Massey-Harris building southwest corner.

Mrs. DeLong and Miss DeLong, of Victoria, B.C., are visiting their son and brother, Dr. DeLong and Mrs. DeLong.

Miss Nicol de Poras, daughter of Countess de Poras, of High River, is spending a few weeks with Miss Gover of Sylvan Lake.

Mrs. A. H. Moyes and family have been holidaying at Sylvan Lake, together with Miss DeLong and Mrs. DeLong, and Mrs. Smith, of Calgary.

The Citizens' band want to purchase another new instrument, and they plan to put on a promenade concert in Waskiauk Park on Friday evening, 18th, with a Carnival of Nations some time later.

PROVES ANSON KING OF WORLD'S BATTERS

Old Cap Was a 300 Batter Over Twenty-two Year Period, Facing Terrific Pitching

"Who, in your opinion, was the greatest batter of all time?" was asked recently of the players of the National League. "Anson," was the answer, and since 1876 in the 70's. "Captain Adrian Anson," was the umpire's answer. "Anson was in the game 22 years. While he was in harness the game was revolutionized, as far as batting was concerned. In 1876, at the end of his career, still was hitting above the 300 mark. Why, in 1884—the nineteenth in the 19th league—he hit for the tremendous average of .394.

"Anson broke into the game in 1876. That was the era when swift pitching and the 45-foot distance was in vogue. In 1876 he hit .407. The very first season that the then new pitching distance of 55 feet was in vogue, Anson hit for .391, showing how much he was helped by the change. From 1881 to 1893 the distance remained at 55 feet and then it was shifted to 60 feet, because by that time the curves and twisters had become a common thing and it was thought that these gave the pitcher an edge. So the box was moved five feet farther away.

Old Cap's 1893 Comeback
"Anson really reached his crest when he hit for .451 in 1897. Then he began to slip away a bit. He was getting old and his eye couldn't follow the ball as it did in his prime. In 1888 he hit .343, the next year .341 and in 1890 he dropped to .311. In 1891 and 1892 he could not reach the 300 mark—the only two years during his 22 in the majors that he failed to hit beyond the standard figure.

"In 1892 the folks began to count on Anson as a batter. But the next season the pitching distance, as I have said, was lengthened five feet—making it 60 feet altogether—and Anson took on a new lease of life. Despite his advanced baseball years, and although his eyes were growing dim, the old warrior found it easier to hit the 60-foot distance than in force, he hit for .332. In 1894 he tottered .294, followed with .328 in 1895, .324 in 1896 and .302 in 1897—his last year in the majors.

Grand Average Near .340
"Anson, you see, was in harness 22 years and over that average of years he hit for a grand average close to .340. If Anson were to pitch to-day—in the same form he displayed from 1876 until 1890—doubt if he would be in the line. The 60-foot pitching distance would be the life for him. He averaged .340 hitting under that line from 1885 to 1897, and during those years, you must remember, the old boy was taken on or let of weight his muscles had become hardened and he wasn't even half as fast as when he was a youngster.

"Do you think the foot strike rule would have cut in on Anson's average, had he been operated by the old days?" we asked.

"Not much," answered the veteran. "Anson didn't do much fouling. He did not flitter away his time at plate. They had to be over before the old boy would swing at them. But when he swung the chances were that he was on his way through the infield into the outfield. Anson rarely would miss a swing. He had a wonderful eye. One whizz was about all he needed.

NEED IS REAL JOCKEYS
The American turf needs more real jockeys. There is a dearth of experienced running horse pilots and many good ponies are full to gain prizes, simply because of the lack of handling.

In the halcyon days of the turf sport there was a surplus of good jockeys. Since the revival it has become a pitifully apparent that there are only a score or two of real riders in the game. The others who are classed as jockeys are far from it. Many of the boys riding races to-day are not even competent to gallop them in their work. A jockey must be trained gradually to be a real rider. But the bulk of the riders of today have jumped from the job of stable boy to the backs of thoroughbreds. The horse owners realize that their mounts are inefficiently handled—but they are getting the best boys possible.

The fault is that no real effort has been made to properly train boys for their important task of riding a race horse. The fault is being remedied by some owners who have employed expert trainers to educate their "rookies." The majority of horses are driven by jockeys, by boys whose lack of riding knowledge sends them to defeat many a good horse which, if properly handled, would be a consistent winner.

Rain on Spectacles
One "short-sighted" golfer asks whether there is any prescription for keeping rain—the bête noir of the golfer—off eyeglasses. Lenses or spectacles, however, are practically useless, as pointed out by C. E. Jarvis, Brantford, secretary Ontario Optical Association of Ontario. Glasses of Water 1 oz., salt 1 drachm. Put in 4-oz. bottle, shake well. Moisten piece of gauze; over lenses, making a ring around the downward. This also will be useful for windblinds of automobile.

Jumper Spiked Himself
A peculiar accident was reported from a Chicago track. Paul Russell, captain of the Maroon team, spiked himself in the hand while the team was preparing to jump. As he doubled up his knees in his agony, he drew his hand across the pulps. Twelve stitches were required for the resultant cut.

Clothing Kitchener's Army
The manufacture of clothing for Kitchener's army proceeds in the West Riding of Yorkshire on a colossal scale. It is estimated that between 250 and 300 miles of khaki cloth are being woven every week. Over 12,000 looms are busy working on an average nearly "time and a half." No mill alone produces the material, and tailors are making up the material into uniforms, the work as a whole being supervised by a committee of experts appointed by the War Office. In recent months about twenty factories in Leeds alone produce some 40,000 pairs a week.

Italy Breaks With Germany

Rome, Aug. 5, via London, Aug. 6.—Reports that Italy has broken off all relations with Germany, were confirmed by an official telegram made public here to-day.

The government is taking over all concerns financed by German capital. The statement follows:

"The commercial treaty between Italy and Germany has been denounced, because relations with Germany have been purposely broken.

"The government has been authorized to assume control of all concerns financed by German capital.

Toronto Conservatory of Music

A. S. VOGT, Mus. Doc., Musical Director.

RE-OPENS SEPT. 1st

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PACIFIC COAST CITIES

The New Scenic Wonder Route to Vancouver, Victoria, Seattle, Portland, and California points. See the Yellowhead Pass of the "Canadian Rockies," Mount Robson and Jasper Parks, Bulkley and Nechako Valleys, Fraser and Skeena Rivers. Thence a 700 mile ocean voyage on Grand Trunk Pacific Coast Steamships. A Trip not to be forgotten.

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A FRESH WATER SEA VOYAGE to

EASTERN CANADA

via "NORONIC" "HAMONIC" "HURONIC"

(The finest fleet of passenger steamers on fresh waters), or All Rail through Chicago or the "All Canadian Route."

GRAND TRUNK PACIFIC TRAINS connect at Winnipeg with Canadian Government Trains, "The Nipigon" and "The National Atlantic," which leave Winnipeg at 5.15 p.m. Sundays, Tuesdays, Thursdays, for Toronto, London, Niagara Falls, New York, Boston, Ottawa, Montreal, Quebec, St. John, Halifax, Moncton.

Optional Routes Side Trips Stop Overs

Consult Grand Trunk Pacific Agents as to Fares, Routes, etc. Ask for descriptive literature covering our various tours.

W. J. QUINLAN
District Passenger Agent. WINNIPEG, MAN.

MINAKI, ONT.—The Minaki Inn is the finest summer hotel in Canada. Rates very reasonable. Bathing, Boating, Fishing, Etc.

Don't Take a Chance

ON HAVING

Your Crop Destroyed by Hail

The weather prophets predict storms this summer and they are hitting the mark fairly well.

Don't take the chance of losing everything when for so little you can protect yourself.

Even if you do not draw a dollar insurance it is a splendid investment in the assurance it gives you.

The prospects for a big crop were never better and you don't want to have your whole season's work and prospects swept away in a few moments by a destructive hail storm—and it may happen any day now.

By taking out a policy in one of the Companies represented by us—good strong, reliable companies who give prompt and satisfactory settlements—you will save yourself and family the worry & anxiety that comes with every storm to those who neglect to insure.

The only farmer who can afford to do without hail insurance is the one with a healthy bank account—and he doesn't.

Hail insurance is a duty, a privilege, a benefit and a blessing. It makes for peace of mind and sweet sleep o' nights.

A storm may come any time now. So don't delay. Come in today before you start to hay.

The J. Malcolm Co. Ltd.

Michener Block - Red Deer

DRY GOODS SECTION

Ladies' Pure Linen H. S. Handkerchiefs at 5c. These were fortunately bought at the right time or they could not be sold at this price today.

Children's Picture School Handkerchiefs in a variety of designs, price 3 for 10c and 6 for 25c.

Hair Nets Special in light, medium and dark brown, 3 nets in one envelop for 5c.

A full range of Children's Fine Rib Cashmere Hosiery in all colors from 4 1/2 to 8 inch.

It is time to think of purchasing your plain and fancy linen, huckaback towelling, etc. to make up for your Xmas presents. We have a fairly good assortment now, but will not last and it will be difficult to repeat on it.

A special purchase of Valenciennes Lace, all done up in convenient lengths of three yards and six yards, prices from 15c for 3 yds., 25c to 35c for 6 yds.

Special line of Cotton Torchon Lace and Insertion in widths of 3 1/4 to 3 inch. Prices from 5c to 10c yd. These laces are extra good value and very suitable for children's and ladies' underwear.

Men's Linen Dust Coats

Every business man should have one of these dust coats to wear doing odd dirty jobs, or a good coat to have around the house, made of a good strong linen, about 50 inches, will wash and wear well, Special **\$1.75**

Burritt's Worsted Half Hose for Men

We have just received a shipment of these wool hose for men in all sizes. These half hose are just the thing to send to the boys in the trenches; fast color and great wearers. Pair **65c**

Men's Black and Tan Lisle One Half Hose

Only a few dozen of these nice fine lisle half hose in sizes 10 1/2 and 11 only, lovely silk finish, double soles, four thread heels and toes, Pen Angle make, Special pair **25c**

Work Shirts for Harvest

Our line of Harvest Shirts for men is the best lines we have ever had. Light and cool for warm days and strong enough to wear good. Be sure to see our line of work shirts before buying, plain colors and stripes, made strong and roomy. See our Specials at **75c and 90c**

Men's Cotton Work Socks

We still have a good assortment of Cotton Socks in black and colored. Just fine for these warm days. Special 2 pair **25c**

ADVANCE SHOWING

New Fall Skirts

New Cloth Skirts showing the latest style features, plain flare and pleated, trimmed with fancy belts, pockets, buttons and military braid; colors of navy brown, green, grey, black, and white checks, fancy stripes and plaids, sizes to 36—

4.75 to 12.00

Silk Skirts

New Black Taffeta Silk Skirts with pleated Overskirts, shirred and box pleated and yoke effects—

9.75 to 15.00

We Are Introducing B.C. Granulated Sugar in 10 lb. Sacks

Believing it will be a very convenient size for general use.

10 lb. Sack, \$1.00

20 lb. Sack, 1.95

100 lb. Sack, 9.50

Underskirts

Good quality Black Sateen Underskirts with 12 inch pleated frill, neatly finished with draw string at top, lengths 36 to 42. Price 1.25.

Black Taffeta Skirt made especially for large figures, neat fitting and very wide Price 1.50.

We are also showing a new range of extra good soft quality moire skirts in black, navy, copen, purple and green, all lengths at 3.00.

Middy Blouses 75c.

Middy Blouses of white Jean, with plain blue or blue and white stripe collar and cuffs, neat box style, finished at neck with laces or sailor knot, regular 95 and 1.00 for 75c

BOYS' KNICKERS AND BLOOMERS

We have just received a large shipment of the famous

"LION BRAND" Knickers: for Boys

These come in a large variety of Tweeds and Corduroy in light and dark colors. All sizes from 5 to 15 years. Nothing better made to wear. They are made with the patent Governor fastener which fits either a slim or a fat leg, holds fast, and easily adjusted. The prices range from

\$1.00 to \$2.25 per pair

W. E. LORD CO., LTD.

WOULD FLOOD HOLLAND

Entire Defense Scheme Based Still on Land's Low Level

An attack on Holland from the sea is theoretically almost impossible. The coast for the most part is low and sandy with a great stretch of shallow water which prevents large boats approaching nearer than half a dozen miles. The few openings, such as the Scheldt, are protected with cunningly planned forts where great guns could pound a hostile squadron to pieces without themselves being in serious danger. But the unique features of Holland's defense system is on the land. If attacked from the east, the Dutch would almost immediately abandon the eastern half of their country. No large cities stand here and the land is of little value compared with the western half. Within minutes the armies could retire behind what is known as the New Holland Water Line.

A stretch of country starting from the south shore of the Zuider Zee and extending south and west until it reaches the Holland Delta just west of the mouth of the River Meuse (or Maas) would be flooded to a depth of one foot. On the west edge of this gigantic moat stands a line of strong fortresses commanding it. The only ways across this moat are roads, railway lines and river banks. These are higher than the sea level, while most of the land is well below it. In some places as much as twenty feet. All these causeways could be raked by a harrowing fire from the barrier forts.

The Dutch could flood the country much deeper, but they do not wish to do so. A foot of water prevents navigation even in flat bottom boats. It also prevents wading for several reasons. The ground below the water becomes a soggy mass in which the feet sink and are held. The country is cut up with many canals, ponds and other depressions into which soldiers of an invading army would fall and perish. The Dutch have plenty of men to defend this line—for an enemy could only use a few men against them. Even if the enemy, with incredible labor could build enough passageways across the water line to storm the defenses in the rear the Dutch would not have to yield. They would then retire to a second and stronger water line, starting at the same place as the first and making a great circle to the westward and northward to terminate on the Zuider Zee again. Amsterdam is about in the centre of this water line.

Horrockses noted Flannelettes in white at 20c and 25c per yard.

Horrockses White Cotton, Nainsook and Madapolam from 15c to 35c per yard.

Bleached Damask Tabling in good bold designs at per yard 50c.

Bleached and Unbleached Sheetting from 30c to 55c yard.

Slater Shoes for Men

We have just received a shipment of the famous Slater Shoes (Slater Trademark), which we have opened up and placed in stock. All new shapes and made up in the most popular leathers.

2432. Men's gunmetal, button, dull top, medium sole and heel, a nice, easy fitter on a perfect last, Special **\$5.00**

409. Men's Vici Kid Bals, single sole, low heel, no toe cap, made on a wide last. This is our solid comfort shoe, made especially for men with tender feet, Special **\$5.00**

432. Men's Gunmetal Blucher, slip sole, medium heel, dull top, a good strong everyday shoe, good appearance. **\$5.00**

525. Men's Gunmetal Blucher, leather lined, viscolized heavy sole, medium heel Special **\$6.00**

515. Men's Tan Calf Bal or Blucher Cut, single soles, medium heels, easy fitting last, splendid wearing shoes, Special **\$6.00**

507. Men's Vici Kid Blucher, single sole, low heel, dull top, freak toe, a very comfortable good wearing shoe, Special **\$6.00**

527. Men's Velour Calf Blucher, dull top, single sole, low heel, made on a stylish last, good, easy shoes, spec. **\$5.00**

2545. Men's Gunmetal; cloth top, button, single sole, low heel, a neat last, one of our best sellers, Special **\$6.00**

2520. Men's Patent Leather, button, dull top, single sole, medium heel, made of the best patent colt, a dressy shoe **\$6.00**

WORLD'S GREATEST ATHLETE A FAILURE

Indian Jim Thorpe of Olympic and Football Fame a Burden to Giants Despite Efforts

Jim Thorpe, the great Indian athlete whose failure to make good with the Giants demonstrated that there are limits to his versatility, was born May 25, 1898, on the reservation at Pryor, Okla. He is a Sac and Fox Indian. Against major league twinning Thorpe did not become a year much better than he was when he started with the Giants, although he has won the Jersey City and Harrisburg clubs the International League, and the American League. When McGraw signed Thorpe he gave the Indian an annual contract for three years at \$5,000 per annum. It was a mighty poor investment for McGraw, but he was on his feet, for Thorpe's past achievements in the athletic field made him look like a mighty promising candidate for baseball honors.

Some of the Giants declare that he had paid more attention to diet. In the training camps the rookin had the reputation of being a glutton. He ate of the world, and it is alleged that he got outside of more food at breakfast than could be eaten in a common dining room.

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the creation of the emerald was to get the way away from the ruins or stones on a road. Such roads are few and far between as hazards on American courses, which is a good thing, but there are enough of them at St. Andrews and crossing other links in Scotland to keep the braes in use for its early purpose.

A braesey shot from a down slope is always risky, but often necessary. From such a lie the ball has been played well toward the green by taking a few yards out into the left foot forward, so as to get an open target to hit at. A short, quick swing did the rest, and the ball came off the blue emerald as if it had wings. The main thing, after all, when you pull out the braesey is "to get there!"

TRAGEDY OF GAMBLER

Pulling up Cost Better \$20,000—A Bad Habit That Has a Bad Result

"Do you remember Peter Pan, the race horse?" asked the little old racing fan. "Well, Peter Pan was the sensation of the turf some years ago, but continued, without waiting for our answer. He was the pride of the James H. Keene stable, and one of the greatest animals that ever faced a barrier. Along in 1906 Peter Pan was entered in one of the big races at Belmont Park. He was figured to be unbeatable in that event, and although a big field was sent against him, he was quoted at 6 to 5 when the betting opened. And when he went to the post he was an overwhelming favorite of 1 to 5.

"I bet \$10,000 on Peter Pan to win, my betting averaging even money. If Peter Pan won that race I stood to get back \$20,000. If he lost, every dollar I had in the world was gone. I'd played the horses for a while before then and had decided that I'd make my last bet on Peter Pan. Well, the horses got away from the barrier in a hurry. After the first hundred yards Peter Pan shot into the lead and when the turn for home was reached, he was leading by the nearest horse by a wide margin. It looked like an absolute cinch when Jockey Peter Miller, riding Peter Pan, committed the fatal error of looking back.

Miller turned and squinted down the track and saw that his horse was leading the nearest horse within the scope of his vision by five lengths. And that's where the trouble lay, only about ten lengths away. It looked like sure victory, whereupon Miller pulled Peter Pan, and the horse slowed down. But Miller hadn't seen the horse Frank Gill, driven by Jockey Hotter, racing along on the outside. When Miller turned, the Gill horse was probably three lengths ahead and running along like a streak. And when Peter Pan was pulled, the gap between the two horses was reduced to a bare length.

"A roar from the stands awoke Miller to his peril. He looked toward the outside and saw Frank Gill almost abreast of him, with the finish less than three lengths away. Miller applied the whip to the side of Peter Pan, but before the great horse could get back into his fastest stride again, the outside horse had crossed. And Frank Gill, a 15-to-1 shot, was the winner of the race by a nose.

"I've never seen a horse race since that day. But I still love the horse and I like to see them go. But I never saw a jockey pull a horse near the finish line. No matter how great his lead, without feeling a shudder without feeling a shudder, I remember that one action of Miller which lost me every cent I had in the world."

NEW TROLLING HOOK

Catching Large Fish With a Teaspoon Is Easy

Teaspoons may be made into alluring trolling spoons, of a size suitable for catching large fish, by the addition of a hook, as shown in the sketch. Drill 1/4-inch holes near the end of the spoon handle, the tip of the hook, and the handle of the latter. Procure three sets of triple hooks, a line swivel, and a strip of lead, about 1 inch long. Rivet one end of the swivel and the loop of one of the triple hooks into the hole of the handle. Wire the lower end of



this triple hook to the handle and with the same piece of copper wire thread a second triple hook in this part of the handle. Drill a hole through the lead strip and rivet it, together with a third triple hook into the upper hole of the bowl. Fix the lower end of this hook by binding it with copper wire through the hole near the tip of the bowl. This hook has been tested and is a deadly lure for rock cod, and other fish weighing up to 12 pounds. Rock bass have also been caught with it. By permitting the lure to sink to the bottom and bringing it up a yard or two with a quick jerk, it acts as a "big" bait. It may also be used in trolling. Once a fish has struck, it is seldom able to escape—Popular Mechanics.

Poverty Aids Plenty

An English traveller writes: The hotels in Russia are greatly over-crowded by refugees from Poland and other war zones, and the wise traveller is he who engages rooms at least a week beforehand, and, if possible, through friends. In Petrograd it is apparent that the supply of food as well as of fuel is irregular, and in many cases insufficient. This is mostly due to the lack of railways as there is plenty of food in this enormous country, but the difficulties in the way of transporting it from the often remote places seem to be almost insurmountable.

Where Princes Are "Henry"

King Albert's son Leopold, who is going to Elton, is called simply "Leopold" by his schoolmates. Elton boys call the King's third son, who is in Elton, plain "Henry." This is a point of jealous importance to Eltonians, who compare the school to a republic in the sense that its influence has a levelling effect on noble and titled scholars. Even Prince Henry for example, has had to do his share of "ragging."

The first fruits of the conquest of the German Cameroun reached London in the shape of about 400 tons of cocoa.

Casement More Guilty Even Than He Seemed

British Authorities Have Issued An Official Statement On The Case

London, Aug. 3.—An official statement issued from the press bureau to-night says:

"The government carefully and repeatedly considered all the circumstances in the Casement case before reaching a decision not to interfere with the sentence.

"He was convicted and punished for treason of the worst kind to the empire. He had served as a willing agent of Germany."

After declaring that Casement had organized German assistance for the Irish rebellion, the statement continues:

"Conclusive evidence has come into the hands of the government since the trial that he had entered into an agreement with the German government, which explicitly provided that the brigade which he was trying to raise among Irish soldiers held as prisoners might be employed in Egypt against the British crown. That among the Irish soldiers who resisted Casement's solicitations of disloyalty were subjected to treatment of exceptional cruelty by the Germans. Some of them since have been exchanged as invalids and have died in this country, regarding Casement as their murderer.

In conclusion the statement points out that the suggestion, which "has been conclusively disproved," that Casement went to Ireland to try to stop the rising was not raised at the trial, nor was the plea of insanity.

Hollanders Are Much Incensed at Hun Attitude

Returning Zeppelins Repeatedly Sail Over Dutch Water and Land

Amsterdam, via London, Aug. 4.—The press has frequently pointed out that Germany seems to be challenging civilization and pursuing a course in all her dealings which flouts all consideration of justice and humanity! The uneasiness in Holland has been intensified by the disregard for Holland's neutrality as shown by the Zeppelins on their return voyages from England. After all of a recent raid the Zeppelins have been seen cruising around, not only on the fringes of or actually over territorial waters, but far inland and in broad daylight, when their position must be perfectly clear to the crews.

When the first of the Zeppelins violated Holland's neutrality the excuse that they lost their bearings was accepted, but the habitual crossing both of the waters and land is now regarded as an open disregard of Holland's rights. It is pointed out that if the Zeppelins, when over England at night, are able to identify actual towns and points on the coast, as stated again and again in the official news, it is impossible for Holland to accept the usual excuse that these ships "lost their bearings," when what they really are doing is to use Holland as a short-cut home, often in a damaged condition.

Alberta Farmers' Live Stock Bulletin

Calgary, Aug. 5, 1916

Hogs and Cattle. Hogs advanced from \$11.00 to \$11.35 Friday. (Price this week a year ago \$7.50.) Some young hogs sold for \$7.00 each (100-150), others in great demand at select prices. Eastern buyers have been selling their heavies and roughs locally, causing an enormous over supply of this class, and the grading, against heavies, sows and stags, is very strict. After Monday hogs are to be graded as follows, and we strongly advise the farmer to ship their hogs on the light rather than the heavy side: Heavies, 250 lbs. and over; docks, heavies over 325 lbs., 2c dock; titties up to 325 lbs., 2c dock; titties over 325 lbs., 3c dock; piglets sows, 3c dock; Stags up to 400 lbs., 4c dock; Stags over 400 lbs., 5c dock; Boars no value.

Cattle. Top steers brought \$6.70 which was equal to the price ruling this time last year. Average sales ran from \$6.60 up. Top heifers \$5.75. Top cows, \$5.40. Choice oxen, \$5.00. Good stockers and feeder steers sold at \$6.25. Yearling heifers at from \$38-\$45.

Sheep—Good wethers \$2.50-3.50
Ewes 2.25-3.50
Lamb 2.50-3.00
Steers, common to choice butcher 6.25-6.70
Heifers, common to choice butcher 5.00-5.75
Cows, choice 5.00-5.50
Cows, common 4.25-5.00
Cows, common 2.50-3.00
Stags 4.75-5.00
Oxen 4.75-5.00
Veal calves 200-300 lbs \$3.25-5.50
Veal calves, 400 lbs 7.50
Light feeding steers 6.00-6.25
Light feeding heifers 6.25-6.50
Springers, choice \$5.75-\$6.50
Springers, common \$5.00-\$5.50
Hogs, select weighed off ears \$11.50

**Premiums: Glassware, Clocks,
Watches, Cutlery, Crockery
and Hardware.**

McLEAN'S

The Butterick Pattern House

The World's Leading Fashion Artists
Foremost in Paris, London, and New York.

THURSDAY, FRIDAY AND SATURDAY OFFERINGS

What the combined buying of the three Big Stores can do

Remarkable Values in Men's Suits

SUITS, 15 only in the lot. \$12.00 Values for \$6.75

Consisting of Brown Tweed mixtures, in staple three button Sack Coats; well tailored models and considered excellent value at the original figure. We advise those contemplating the purchase of one of these exceptional bargains to make an early selection as the sizes are limited.

Week-End Special, \$6.75

Men's Separate Trousers, Special, \$2.39

A special purchase of men's extra Pants, in smart Tweed and Worsted fabrics in browns and greys, makes it possible for us to offer this line worth originally four dollars a pair.

Week-End Selling at \$2.39

A REMARKABLE WEEK-END SALE OF MEN'S

English Parramatta Raincoats \$9.75

Such as cannot be purchased elsewhere for anything like this absurdly low figure. First quality all wool English Parramatta in double texture, warranted rainproof and cut in good style. Regular to \$15.00.

Week-End Special, \$9.75

Men's White Duck Outing Pants, 95c.

These are not an imitation of a high grade pant, but are lines taken from our original dollar and a half range chosen for

Week-End Selling at 95c.

All MEN'S STRAW HATS at 25 p.c. off Usual Selling Prices

House Furnishings in a Week-End Sale

Curtain Muslins, 20c. yd.

Plain white with colored border, floral design.

Bungalow Nets

45 and 54 inch widths, coming in sown or cream shades; different designs to choose from.

Prices 45c., 60c. and 75c. yd.

Velours

Green or Red Velour, heavy silk pile; suitable for portiere drops. 54 inch width.

Price \$3.00 per yard

Wool Portierre Goods

In two different weaves, deep shades of red, and 50 inches wide.

Prices 85c. and \$1.50 yard

Saturday Morning Sale of SUMMER DRESS FABRICS

Exactly Half-Price

is what we are asking for the balance of our Summer Dress Fabrics, and you cannot afford to miss this immense offering consisting of

Voiles Marquisettes Seed Voiles
Crepes Muslins Fancy Cottons

all priced for a quick clearance.

SPECIAL

Silk Brocades at 35c. a yard

Elaborate floral designs in shades of Pink, Rose, Light Blue, Royal, Reseda and Mauve; a beautiful dress fabric suitable for dainty summer dresses or for evening dresses. Regular 75c. yard.

Week-End Price 35c. yd.

Millinery Dep't Offerings

Another shipment of Ladies' and Misses' Street or Sport Hats in linen, felt, corduroy and cheviot cloth.

Specials from Our Ladies' Ready-to-wear Department

August Clean-up Sale of Women's Suits,
\$25.00 to \$40.00 for \$15.95

Every suit must go irrespective of cost or former price. Many of these suits can be worn well into Fall

Friday and Saturday Special, \$15.95

Palm Beach Suits, coats in Norfolk belted style, skirts full, pocket trimmed. Designed in good Palm Beach cloth in natural color.

Special \$9.95

Coat Middies developed in striped drill, very smartly tailored

Special, \$1.95

Wash Skirts that are charmingly suited to the jauntings of these summer months—Sport stripe Wash Skirts in fine materials, belt and pocket trimmed

Special, \$2.95

White Wash Skirts developed in Pique, Bedford Cord and Gabardine

\$1.35 to \$2.75

Bargains in Pretty Summer Dresses

In several styles. One of the most generous bargains we have provided for Saturday's customers

Reg. \$6.00 for \$3.49

4 only laced side Middy Dresses in fine quality drill

\$3.49

4 only Dresses in drill, trimmed with washable black satin, button trimmed

\$3.49

4 only Striped Muslin, lace trimmed,

\$2.49

Household Cottons SPECIAL

Nightgown Cloth, Yard, 25c.

36 inch width in fine twill weave

Nurses' Costume Cloth, 25c.

36 inch width, and the exact facsimile of the cloth as used in the Royal Victoria Hospital.

Indian Head, Yd. 20c. & 25c.

36 inch widths, in two grades; an admirable skirt fabric and a perfect substitute for the more expensive linen.

Victoria Lawns, Yard 12½c. & 25c.

Good quality Victoria Lawns, in 36 inch width, suitable for lingerie, aprons, waists, etc.

White Drills and Ducks, Yard, 20c. & 25c.

Mostly 27 inch width, heavy quality, fine in weave.

Tent Canvas, Yd. 20c., 22½c. & 40c.

At prices which cannot be quoted again for some time. The weights are 7, 8, 10 and 12 oz.

Week-end Savings in Lingerie and Corsets

Women's Nightgowns, \$1.25

Gowns of fine lawn with yoke effect, lace trimmed sleeves and neck.

Women's Corset Covers at 45c., 50c., 60c., 75c., \$1.00

Fine sheer lawn and batiste with lace trimming, ribbon threaded.

Women's Drawers at 45c., 60c. to \$1.25

Cambrie drawers, finer fabrics are the materials, lace and embroidery trimmed.

Women's Combinations, \$1.50, \$1.75 & \$2.00

A variety of lines to choose from; lace trimmed.

Chemises at 75c.

Fine quality cambrie is the material with imitation Irish lace trimming.

Remarkable Savings in Domestics & Linens

Table Padding

Quilted Padding of extra fine quality; 54 inch width.

Yard, \$1.75

Glass Towelling

Red or Blue Check Towelling, linen finish. Regular 15c. yard.

Yard, 12½c.

Roller Crash

Heavy linen crash with red border, good width

Yard, 20c.

Oxford Shirts

Strong Shirts and fast colors are sufficient to recommend this popular fabric.

Yard, 15c., 20c. and 25c.

Terry Towelling

A white towelling with good heavy pile, soft finish, 16 inch width.

Yard, 20c.

Week-End LINEN VALUES!

Scotch Damask

56 in. width, a heavy damask with good finish, poly pattern; worth at least \$1 per yard.

Yard, 75c.

Damask Cloths

Chrysanthemum and Lily are the designs, exceptionally well finished damask. Size 60 x 86

Each \$2.50

Embroidery Linens

Good drawing linens in 40 and 44 inch widths, fully bleached.

Yard, 65c. and 75c.

Linen Dowls

Known otherwise as butchers linen; strong linen suitable for a variety of domestic purposes. 40 inch widths.

Yard, 35c.

NOTE THE Footwear Values

Men's Harvest-time Shoes

Built for solid comfort and good wear, made on an easy last, solid leather sole and heel, and tops made from the best of stock.

Special, \$2.45

Fine Boots for Boys

Gunmetal or Calf, wide last and medium toe.

Special, \$3.45

Classic Shoes for Children

Tan shoes in blucher cut, made on a comfortable last, and sure to wear.

Prices, \$1.35 & \$1.50

Black Kid Shoes in blucher cut, button or lace.

Prices, \$1.35 & \$1.50

GROCERY LIST

CANNED GOODS

Tomatoes, 3s, NoVary 15c
Corn, 2s NoVary 2 for 25c
Peas, 2s, NoVary 2 for 25c
Beans, 2s NoVary 2 for 25c
French Peas 20c & 25c
Brussels Sprouts 20c
Strawberries, 2s NoVary 25c
Raspberries, 2s NoVary 2 for 45c
Cherries, 2s NoVary 2 for 45c
Peaches, 3s NoVary 25c
Plums, 2s NoVary 15c
Apricots 20c
Pineapple, 2s 20c & 25c

CANNED FISH

Salmon, Sovereign 1s 25c; 1 lb 35c
Salmon, Red 2 for 35c
Salmon Pink 2 for 35c
Sardines, Holbrook 2 for 35c
Sardines, Brunswick 4 for 25c
Clams 15c
Oysters 15c & 30c
Lobster 20c & 35c
Shrimps 23c
K. Herrings 15c

COCOA AND CHOCOLATE

Frys 1 lb tin 25c; 1 lb tin 50c
NoVary 1 lb tin 15c; 1 lb tin 25c
Bakers 1 lb tin 30c

Mother's Macaroni Creamettes, NoVary, long and ready cut 2 for 25c

McLean's Special Flour 98lbs \$2.95
40lbs \$1.50; 24lbs 80c
Every Bag Guaranteed

Rolls Oats, Quaker tube 25c
Wheatlets, 6 30c
Corn Flakes, Kellogg's 10c
Corn Flakes, Krinkle 3 for 25c
Shredded Wheat 2 for 25c
Post Toasties New 10c
Grapenuts 15c
Health Bran, sack 15c
Cream of Wheat 25c
Roman Meal 25c

The Always
Busy Store

McLEAN'S

The Store
Accommodating

PAID-UP CAPITAL, \$7,000,000 RESERVE FUND, \$7,000,000

IMPERIAL BANK OF CANADA

Freig Howland, President. Established 1875. E. Hay, General Manager.

Drafts, Money Orders and Letters of Credit issued available throughout the world.

Dealers in Foreign and Domestic Exchange.

Dealers in Government and Municipal Securities.

Savings Department at each Branch.

Interest credited half-yearly at current rates.

General Banking Business transacted.

RED DEER BRANCH: MAIN ST. AND GAZET AVE.
W. K. WICKENS, MANAGER

HERE IS THE SECRET OF THE NEW PERFECTION OVEN

A current of fresh hot air passes continually over and under the food—drying out the steam—preventing soggy. This is an exclusive advantage of New Perfection Ovens.

The New Perfection Oil Cookstove is already cooking for thousands of housewives. Saving time, saving labor and saving money. 1, 2, 3 and 4 burner sizes at these dealers:

The Day Hardware Co.

The Wright Hardware Co.
RED DEER, ALBERTA

Royalite Oil gives best results.
THE IMPERIAL OIL COMPANY
LIMITED
BRANCHES IN ALL CITIES



Avoid waste of Fuel

Unless you **KNOW** positively that a cheaper furnace will heat your home without waste of fuel, there is small satisfaction in saving a few dollars on its purchase. The Sunshine Furnace saves coal because it is well made and because every part has been carefully thought out.

Look It Over.—Any one can see that the greatest heating factor in a furnace is the fire-pot; that a fire-pot with straight walls, like the Sunshine fire-pot, will give off more heat than one that must often have an outer lining of ashes.

Doors and dampers that are tightly fitted will certainly hold the fire longer than those that are loosely fitted. The **WIDER** air passages and **LARGER** radiating surfaces of the Sunshine mean heat the air much more readily. These Sunshine Furnace features are coal-savers that mean much in mid-winter.



Straight Walls Frequent of Sunshine



Slanting Walls Frequent of Sunshine

Saving coal interests you, of course. Then you will want a copy of our booklet on the Sunshine Furnace. Send for yours to-day.

McClary's

London Toronto Montreal Winnipeg
Vancouver St. John, N.B. Hamilton
Calgary Saskatoon Edmonton

616

LICENSED CHIMNEY SWEEP

Having secured a new machine direct from England, I will clean soot, furnaces, pipes and chimneys. I have the only machine in the city. I also repair and build chimneys. Work guaranteed.
P.O. Box 240 E. HASTE Phone 7

Rocky Mountain House

August 1, 1916

Robert Robertson, who was cooking for the Moose Roundell outfit on the Forestry Department the fore part of the summer, and who has been in the Norddegg hospital for the last three weeks, returned here last Friday and left Saturday morning for his home at Everts, where he will rest up until the threshing season.

Wm. Ellenburgh has rented the Leslie Slight farm for a number of years including this year's crop. The hail storm which passed south a few days ago did considerable damage on the farms of Mr. Ross, Rodica Bros., and other settlers in the Prairie Creek country.

The meeting last evening in the I.O.O.F. hall was fairly well attended to hear the speaker from Edmonton give an address on the Municipal Act. Most of the settlers in this vicinity seem to think a municipality would be a great improvement on the L.R.D.

Wm. Young had the misfortune to have a last year's hay stack destroyed by fire on Sunday evening.

Wm. Shaw has homesteaded the quarter section on Cow Creek which was abandoned by the Foster boys three years ago.

Stuart Kidd, of Norddegg, was a business visitor in town to-day.

Mrs. J. H. Bertrand left a week ago to visit the Dacumma family at Vancouver.

R. T. Hankinson, our Dominion Land Agent, moved into his new residence on First Street west last week.

Harry Bertrand commenced working in the C.N.R. roundhouse here last week and intends going firing in a short time.

A. Lind has bought the business of Lind & Pear. We wish our friend Alex. every success.

Haying in the order of the day in this vicinity, and you will hear from your scribe next week if we don't take the hay fever.

Delburne

July 31, 1916

Mr. Frisk of Alia was a business visitor in town last week.

Mr. Howard of Saskatchewan made a business trip to Delburne this week.

Mrs. C. R. Paxton returned on Tuesday from a short visit in Calgary.

Maesters Leslie and Willie McLeod, of Calgary, are spending their holidays in Delburne, with their uncle and aunt, Mr. and Mrs. McLeod.

Mrs. S. J. Smith gave a large afternoon tea on Friday for her daughter in law Mrs. Lorne Smith.

Master Tommy (Cartwright) of Edmonton, is in town visiting Mr. L. T. Morris.

Mr. J. Bathgate, of Calgary, arrived in Delburne today to spend a fortnight with his parents. She was accompanied by his niece, Miss Betty Johnston who had been visiting her in Calgary.

Mrs. Eley has returned from Innisfree where she spent several days recently with Mr. and Mrs. Eley who is in charge of the Alberta Lumber Co.

Mrs. and Miss Knight have returned from a ten days' trip to Calgary.

Keep the date in view, August 15, for that is the date of Delburne's annual celebration and Horticultural show.

The day will open with a Calisthenic Parade.

There will be three baseball games and a football match during the day. The ladies of Delburne and vicinity have organized a Horticultural Society.

They will hold a show on the 15th. A good prize list is being prepared. The best kept lawn around a residence.

The Ladies' Aid will serve meals during the day on the grounds.

Mr. and Mrs. Frank Miller have returned from a three weeks' visit in Southern Alberta.

Miss Mitchell, of Delburne, has been affiliated with the Canadian Conservatory of Music.

The affiliation will give Miss Mitchell the right to use the Conservatory teaching material.

namely the Godowsky series of graded piano lessons edited by Leopold Godowsky, Joseph Hoffman and other great authorities.

The use of this material besides enabling the teachers to do the examination work in about one-third the time usually required, will also enable students to obtain a strict conservatory education without the expense of and inconveniences of being away from home.

Mr. Round, registrar of the Canadian Conservatory of Music, is in Delburne, enrolling students.

The death occurred here last evening of Mrs. BonSutherland. Mrs. Sutherland came out to this country some five years ago from Scotland, when she was married to Mr. Sutherland. Sympathy is extended to her bereaved husband and four small children.

A sad death occurred near Delburne on Saturday last when Mr. Walter Davage shot himself with a 22 rifle. It is understood Mr. Davage was insane. He has been home from Ponoka asylum only three weeks. He was twenty years old.

MEDAL PRESENTED

Mr. R. B. Welliver, ex-President of the Board of Trade, has received the following letter from Governor Hughes, Edmonton, July 27, re the presentation of the H.R.C.H.A. gold medal to Sgt. Peakes for the gallant rescue of the H.R.C.H.A. at Sylvan Lake last summer.

"With further reference to the award of a gold medal to Sgt. Peakes by the Royal Canadian Humane Association, I have the honor to advise you that this medal was forwarded to Major Gatz at Shorncliffe, some time ago, and this Honorable Lieutenant-Governor is now in receipt of a letter from Major Gatz, advising that a formal presentation of the medal to Sgt. Peakes will be made at the H.R.C.H.A. camp at Sylvan Lake, 155 acres complete L.R.D. block, McCann, John McCann, and P. Van Slyke, of Balmor, I, partial loss.

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NO ALUM



Success Brings Greater Difficulties

As armies advance the difficulties connected with forwarding food and ammunition increase. The ground over which the ambulance and transport wagons must pass is strewn with the dead and wounded of both armies. Broken vehicles of all kinds lie everywhere; railways are rendered impassable by excavations made by exploding shells, but in spite of all these handicaps supplies must go forward.

With the falling back of the Germans, the armies of the Allies are beginning to experience these difficulties and they are preparing to meet them. In order that there may be no reduction in the efficiency of their fighting forces, the French Government has dispatched a staff of horse buyers into Western Canada for the purpose of securing a supply of animals suitable for the quick "follow-up" work that has to be done as their armies advance.

The "heavy drafters" have proven themselves to be the good ones for this work. The man who has first and second crosses from cayuse mares and draught stallions will find a ready market for them at cash prices, provided they have inspection as to age, height, weight and soundness.

The age limits are between five and ten years; height 15 hands and over; weight between 1100 and 1300 lbs; the prices paid are \$130 and \$140 according to weight.

There is no dickering as to price. If an animal passes inspection he brings the price corresponding to his weight.

All animals must be at least 15 hands (5ft) high. It is useless to offer an animal under 15 hands and 31 inches because such will not be accepted. They must be at least 5 years old and accustomed to harness. It is not necessary that they be "farm" broken, but that they can be harnessed without difficulty and will walk away when hitched up.

The commission will be at Red Deer on Thursday, August 17th.

May Return to Britain

H. F. Gadsby, writing in Maclean's Magazine, makes a statement or summarizes what will come somewhat as a shock to Alberta people, which is that Dr. Clark, M.P., of the Red Deer riding, and others in Canada, is likely to leave Canada to return to Britain.

"It is on the cards," says Mr. Gadsby, "that Mr. Clark will not be with us to the end of the chapter Canada has not been quite all that he dreamed. This new land has drifted into many hands. The same elements have been at work here as in the old country to put the 'mock' in democracy. As the doctor grows older, his mind dwells more and more on home and his old father and the great battle for reform which is to take place in England after the war."

He has a bad habit of making excuses for his own. The doctor wishes now that he had waited and seen. There might have been a career for him in England. That career reached out for him right now. As a man with a reputation made, as a prophet approved in a far country, he has been invited to come home and take part in that triumphant progress which is to make England the most democratic country in the world. Red Deer is his home and his bit for Canada. Now, will he do his bit for England? He is thinking it over."

Damage Done By Hail

The hail storm which passed over the district west and north of the city on Wednesday afternoon was one of the worst yet to visit this district. It has caused considerable damage to the storm hit north of Ekkville doing considerable damage, followed down Sylvan Lake to the south end thence eastward through Popple Ridge, Crossroads and along the Hindman river, and across the Red Deer river into Balmor and across for nearly twenty miles into the country east of Blackfalds and Lacombe.

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Letters From Those Who Are Now In Spirit World

SAVE YOUR MONEY

FOR THE
DOMINION WAR LOAN

TO BE ISSUED IN SEPTEMBER.

By purchasing a bond you will help to WIN THE WAR and obtain for yourself an investment of the highest class yielding a most attractive rate of interest.

DEPARTMENT OF FINANCE
OTTAWA.

ALBERTA LADIES' COLLEGE OF RED DEER

Temporarily located in ASSINIBOIA HALL,
EDMONTON SOUTH

A High-class Residential School for Girls and
Young Women

Public and High School Work, Music, Fine Art, Household Science
and Full Commercial Course.

Highly Qualified Staff. Fees Moderate.

Fall Term Opens September 12th, 1916

Calendar for the Asking. Rev. N. D. KETTLER, President
MRS. MULDER, Lady Principal

HAYING WILL SOON BE HERE!

You need your harness in good shape.

We have just installed a new

HARNESS DIPPER

in order to take care of your wants in this line.

There's no "hit and miss" job when you're dipping a harness, every part is oiled RIGHT, making it easy to buckle, pliable to handle, besides

ADDING LIFE TO YOUR HARNESS

Complete Team Harnesses, \$2.00.

Full line of Summer Sheets, Dusters, Nose and Fly Nets on hand.

JARVIS-SCHULZ HARNESS CO., LIMITED

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KITCHENER'S MOB

By James Norman Hall

PRICE \$1.25

The vivid experience of one of the first men to enlist in Kitchener's army. Its chief importance and distinction lie in the fact that it is perhaps the first narrative of actual experience of a soldier at the front to appear absolutely uncensored.

ORDER EARLY

Other new books are

"Just David," by author of "Pollyanna"

"The Gold Trail," by Stachoele

"Behold the Woman," by Hare.

"The Proof of the Pudding," by Nicholson.

We have a big selection of good books in cheap editions at 15c, 25c, 35c and 65c.

Just the thing for your vacation trip.

THE REXALL STORE

The Gaetz-Cornett Drug & Book Co

\$6 Oxfords for \$2.95 at Fulton's.

Alderman Galbraith spent the week end at the Lake.

Wheat, prices have gone up above the dollar mark again.

Sergt. Adair is still seriously ill at the Me... hospital.

The next meeting of the I.O.D.E. will be held on September 8th.

There were only three arrests for drunkenness in Edmonton in July.

A. Walker, of Penhold, is in the hospital and may undergo a slight operation.

Mrs. (Rev.) W. G. Brown and children went out to Sylvan Lake on Wednesday.

Mrs. A. F. Botsford and family are visiting with Mrs. Willan, at Brankin for a few weeks.

Mrs. Phillips, of Vancouver, is visiting her uncle and aunt Mr. and Mrs. Wm. Piper.

Inspector and Mrs. Lindsay have taken the Golden cottage at Sylvan Lake for August.

Dr. C. W. Sanders spent the week end at Golden, B.C., returning to the city Monday.

Rev. Brough was at Inisfail on Thursday in the interests of the Baptist College at Brandon.

Miss Anna Tomasek, of Penhold, and Miss Bertha Egler, left for a trip to the States a few days ago.

The Admiral Sir Christopher Cradock Chapter, I.O.D.E. will hold a regular meeting until September 8.

Corp. J. G. MacGregor, of the 138th Batt., was in the city visiting his niece Mrs. Jas. Bower, Jr. last week.

Miss Signa Peterson and sisters are camping at the farm of Mr. F. H. Tallman, east of the city, for some weeks.

Mrs. Barnes and children of Portland, Oregon, are visiting her parents Mr. and Mrs. John McMillan for a few weeks.

Miss Ruth Galbraith, daughter of Dr. Galbraith, of Lethbridge, is visiting her uncle and aunt, F. W. and Mrs. Galbraith.

Dr. T. B. Stevenson, of Wetaskiwin, who has been spending a short time at Sylvan Lake, with friends from Lethbridge, returned to Wetaskiwin yesterday.

Mrs. John Greening of Horn Hill, returned from a visit to her daughter, Mrs. Tolman, who resides east of Trochu, last week. Mrs. Dan Code returned with her for a visit.

Rev. Geo. H. Cobbley, pastor of the Methodist church, Dr. Allan and Mr. King of the Bank of Nova Scotia all left for Lethbridge, are enjoying the scenic grandeur and the limpid waters of Sylvan Lake.

D. Bethune, of Penhold, who has been taking the sulphur baths at Banff for some time, returned last week and reports that he was feeling splendid and that the baths had worked wonders with his rheumatism.

Mr. C. T. Eline is being asked by run for the Council in ex-Mr. Botsford's place. Mr. Eline has stood aside in one or two occasions for alderman, but he is one of the young, aggressive, business men of the city and would do good service on the Council.

Rev. Thos. Clarke, of Melford, Sask., who has been visiting his sister Mrs. M. J. Snell, returned to Melford on Tuesday. Rev. Clarke is an old time—coming west in 1878. Mrs. M. J. Snell has returned from visiting her daughter, Mrs. B. Kravet at Poplar Ridge.

Messrs. Patcher & Son have purchased the coal, wood, and draying business of A. Clutterbuck and are now in charge. Messrs. Patcher are well and favorably known to the business public and will continue to give the good service that the business has been noted for.

The Patriotic Fund desire to acknowledge the receipt of \$250 from the Women's Institute of Red Deer. This makes almost \$500.00 that the Institute has paid into the Fund and is the result of a very great amount of continued effort. \$500 is sufficient to pay 25 families for one month or 100 children for one month, and the members of the Women's Institute have every reason to be proud of their work which is greatly appreciated by the Patriotic Fund Executive.

Dr. Plaxton returned from Toronto on Monday last. His father was at the point of death, but rallied after having a quart of blood infused into his veins from his son by a New York specialist. He rallied and may now live for a considerable period.

The doctor says it is 100 in the shade in Ontario, and in Manitoba and parts of Saskatchewan where it is also hot there will be a partial failure of crops as the wheat, is not, only short, but shrinking up with the heat.

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Straws and Panicans half price at Jack Fulton's.

Don't forget the Horticultural Show on Thursday, August 24.

Mr. E. Gheur, of Nordegg, passed through the city Tuesday on his way to Edmonton.

Mr. E. A. Volk and two boys of Calgary are up to spend a few days at Sylvan Lake.

Pts. John A. Ramage left on Friday last for Ottawa, where he will join the 238th Battalion (Forsters).

Mrs. D. J. Wallace left this week for Truro and other Nova Scotia points, where she will spend several months.

Mr. Frank Fowler of the C.P.R. station telegraph staff left on Monday for a couple weeks' holiday at Vancouver.

Mr. and Mrs. Gordon Lane, Mrs. Dingle and Miss Mathias left on Tuesday for San Pedro, California, where they will reside.

Mr. and Mrs. Frank Searanck returned home on Tuesday after spending a month visiting at Detroit, Mich., and other American points.

Mrs. S. N. Carswell and family Mrs. L. J. Porter and Miss Pearl Hall, of Edmonton, returned on Tuesday from holidaying at Sylvan Lake.

Mr. and Mrs. H. A. Wallace, of Addison Avenue, expect to leave Red Deer shortly for their ranch near Olds. Mr. George Wright takes the house.

Private Arthur A. Mann, of Aylmer, Ont., brother of Sergt. James Mann of the 187th appears in the wounded list in Wednesday's casualty list for the second time.

Mr. Harry Silvester joined the 187th Battalion this week. The battalion have opened a recruiting office on Ross Street in the office formerly occupied by A. P. Botsford.

Miss H. D. Pancher, who has been living in Montreal for some time, arrived from the East with friends on Friday to spend a few weeks with her parents, Mr. and Mrs. A. Pancher, of Sylvan Lake, before returning to Montreal.

Hopworth and Trimble last week turned out over 8,000 lbs of butter from their Red Deer and Pine Lake factories. This shows the farmers are staying with the cows and are thereby benefiting greatly.

The Ford Garage report the sale of Ford cars to Dr. Rossena, Sylvan Lake; Canwell, Wilson & Horne, Harry Nelson, Burnt Lake; Robert Kaiser, Benadictson & Stephenson, Markerville; and George H. Harvey, Red Deer.

Commissioner Stephenson's faithful labors in following up the Western Canada Fire Underwriters Association this year Red Deer's insurance rating have borne fruit, as the Board has granted a substantial reduction to take effect as soon as plans are completed.

The Great West Lumber Co. have again started their mill and are busy re-sawing and planing lumber. A few logs are arriving in the pond daily, and as soon as a good supply gets down, the mill will again operate with a full crew.

The French Horse Commission will be at Red Deer morning and afternoon of Thursday, August 17. They will sell \$130 for suitable artillery horses 5 to 9 years, 1100 to 1200lbs and \$140 for similar horses 1200 lbs to 1300 lbs. These are the only two prices.

The W.C.T.U. ladies, as Mr. Baile's lawn was not available after the rain, had a very pleasant evening Friday in the Presbyterian school-room, to mark the first anniversary of the prohibition vote in Alberta. Revs. Brown and Brough gave instructive addresses, and Mrs. Graves a reading.

The Windsor hotel management have quite a number of small improvements made in the house and have had the sample rooms moved on to the front street and now have three good sample rooms for the accommodation of the commercial men. Mr. Rutter reports that the public generally is being pretty well accommodated.

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Letter Received by Mr. Broughton from the front

Belgium, July 13, 1916

Dear Dad and Mother:—I received your most welcome letter a few days ago and was pleased to hear that you were all well. I am very sorry to hear of so many casualties among the Red Deer boys, but of course it is unavoidable, as there has been so much heavy fighting going on lately. The Imperial troops are doing very well just now, and the Germans are beginning to see what we can do. We are not engaged in the advance that is going on just now, but we are holding one of the worst places in the line. It fell to our lot, to give the Germans a pretty good beating up.

I have seen quite a number of Red Deer boys lately and I can tell you it is quite a pleasure talking over old times. Charlie Carswell came over the other day and had dinner with me, we had a great chat together. Theodore Wright was also over to see me, and Bob Lowe, and a boy called Evans who lived east of town came too. In our last new drive we got a Red Deer boy called Johns, a brother to Mr. Johns of the furniture store, I was in hopes that we should get some of the 89th, but I am afraid that they are going to some other regiment.

I had a very nice chat with Major Page a few days ago and he seemed quite pleased to hear that the 187th was doing so well. I was certainly surprised at the way in which they got so many men in such a short time. From the reports that I have heard, I should judge that Col. Robinson is a very good man, and should be very well liked by his men, and with his experience of life out here he will be able to understand his men a great deal better and also choose good officers and N.C.O.s.

COLIN

HOUSEKEEPER WANTED.

An efficient housekeeper. Apply to Mrs. Harry Wallace at the Post Office.

Aug. 8.

COWS FOR SALE

Two good milk cows, both milking Apply T. J. Patterson, 54 miles south of Red Deer.